



# Safety Culture Connection

**INSIDE**

- SHSP Road Show ..... 1
- Focus on Highway 50 ..... 2
- I-80 Safety Challenge ..... 2
- Back to School Means Safety..... 3
- Traffic Safety Calendar..... 3



*IN MY OPINION*

## SHSP ROAD SHOW MEETINGS WANT YOUR IDEAS

Have you ever wanted to offer a government official your opinion or give them an idea? Now is your chance!

The Nevada Departments of Transportation (DOT) and Public Safety (DPS) want to know what you think about the Strategic Highway Safety Plan (SHSP) and the State’s progress on achieving Zero Fatalities. Since 2006, Nevada traffic fatalities have decreased a whopping 40 percent. Preliminary numbers for 2012 indicate 258 people died in traffic-related crashes which is considerably less than the 432 deaths six years ago. The number is still too high and shows a troubling increase of 12 deaths in 2012 compared to the previous year.

That is why DOT and DPS are traveling around the State in September – to get your ideas and opinions on how Nevada can get things going back in the right direction and save more lives.

**When**

The Nevada Strategic Highway Safety Plan Road Show will be held on **September 9-13, 2013**.

**SEPTEMBER 9 – 2:00 P.M. TO 4:00 P.M.**

Henderson: Henderson City Hall, 240 S. Water Street, Green Valley Training Room, 2nd Floor, Henderson, NV 89015

**SEPTEMBER 10 – 2:00 P.M. TO 4:00 P.M.**

Las Vegas: Regional Transportation Commission of Southern Nevada, 600 S. Grand Central Parkway, Room 296, Las Vegas, NV 89106

**SEPTEMBER 11 – 2:00 P.M. TO 4:00 P.M.**

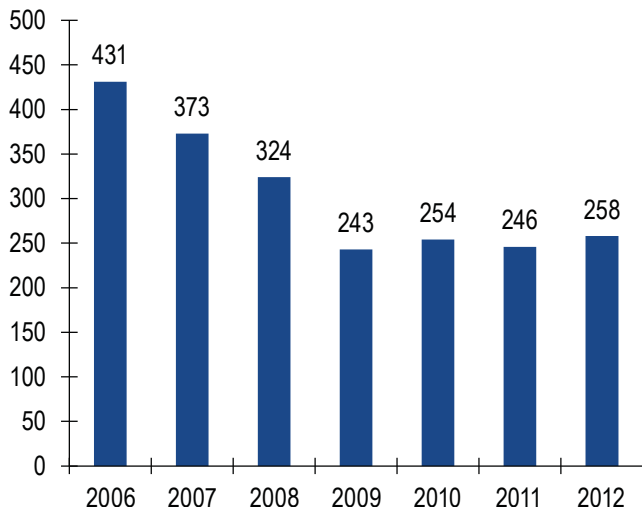
Reno: Regional Transportation Commission of Washoe County, 2050 Villanova Drive, Board Room, Reno, NV 89502

**SEPTEMBER 13 – 10:00 A.M. TO 12:00 P.M.**

Elko: Nevada Department of Transportation District 3 Office, 1951 Idaho Street, Conference Room, Elko, NV 89801

*continued on page 3*

**Fatalities**



## SHERIFFS' OFFICE FOCUSES ON HIGHWAY 50

Law enforcement is focused on driver behavior along Route 50 which runs from Carson City to Fallon and then north to Fernley. According to Carson City Sheriff Ken Furlong, collision rates along the roadway are too high. As a result, the Sheriff and Nevada Highway Patrol pulled together a meeting with the Northern Nevada Traffic Incident Management Coalition, the Department of Public Safety, Lyon County Sheriff's Office, Nevada Department of Transportation and the Office of Traffic Safety to help create a plan to improve safety along the route.

The intent of the Highway 50 Safety Plan is to focus the attitude and behaviors of drivers more on safety. The plan includes widespread media and public education, enhanced aggressive enforcement activities, and both short- and long-term safety engineering improvements. Some other activities include road safety audits by NDOT to identify some of the needed infrastructure improvements, signage about the program, and zero tolerance enforcement details. NDOT recently widened U.S. 50 near the Silver Springs area and implemented high T-intersections for safer turn movements, frontage roads, roadside fencing, and an undercrossing to help reduce vehicle-animal collisions.



Highway 50 in Nevada.

As Sheriff Furlong said, "For everyone, we must make this challenge a long-term treatment. The friends, family, and neighbors that have been lost is just plainly unacceptable. While I am aware of many other challenges we face, a priority that this administration is adopting is "Zero Fatalities/Zero Excuses." The program is modeled after the successful program conducted on I-15 from Las Vegas to Primm, Nevada.

## I-80 SAFETY CHALLENGE

Interstate 80 links the U.S. from New Jersey to California. From July 24-31, 2013, the Nevada Highway Patrol (NHP) joined with highway patrols in those 10 states to emphasize traffic safety. Between 2009 and 2011, 350 people died in traffic crashes on the Interstate; 57 of them in Nevada.

The NHP saturated the roadway with patrols 24 hours a day. "If there is a way to bring that number to zero with deterrence that's what we'll do. Absolutely!" said NHP Trooper Dave Gibson. Troopers, he said, looked for reckless driving, distracted driving, people using cell phones, and those not using safety belts.

The I-80 coast-to-coast challenge resulted in more than 14,274 citations. Nevada troopers issued 2,000 citations,

made 52 arrests, and assisted at, or received reports of, 32 crashes. The goal was to reduce fatal crashes and educate drivers on traffic laws. Organizers said nearly 23,000 enforcement hours were dedicated to the challenge. Officers removed 162 impaired drivers from the road.

In addition to the tickets, 9,411 warnings were issued to drivers. Commercial drivers were issued 1,711 citations and 2,978 warnings. Officials said 92 drug charges were filed and more than \$2.5 million worth of illegal drugs were confiscated.





## BACK TO SCHOOL MEANS SAFETY

Parents and kids who are busy getting ready for that all-important first day of the new school year received an important reminder about staying safe on the road. At an event at The Legends Mall in Sparks, Nevada, shoppers could see a fashion show with all the latest styles, get vaccinations for free, sample food from the many restaurants in the Mall, and sign a Zero Fatalities pledge

to drive safely. The event was covered by Channel 2 News, and two local radio stations provided the music. Over 300 people attended.

The State's Zero Fatalities team is hosting public awareness booths at many community events around the State. The goal of the Zero Fatalities campaign is to change driver behavior to help eliminate the fatalities on Nevada roadways. Any agency interested in partnering with the Zero Fatalities traffic safety message can contact NDOT at (775) 888-7172 for more information.

## TRAFFIC SAFETY CALENDAR

**AUGUST 16–SEPTEMBER 2, 2013**

**Joining Forces**

**National Drunk Driving Crackdown**

For more information: <http://ots.state.nv.us/>

**SEPTEMBER 15–21, 2013**

**Child Passenger Safety Week**

**National Seat Check Saturday**

For more information:

<http://www.trafficsafetymarketing.gov/cps>

**OCTOBER 7–11, 2013**

**National Drive Safely Work Week**

For more information: <http://trafficsafety.org/>

## SHSP ROAD SHOW MEETINGS WANT YOUR IDEAS

*continued from page 1*

### Who should attend?

The meetings are open to anyone who cares about keeping themselves, their families, friends, and coworkers safe on the roadway. Traffic safety affects everyone. Safety professionals who should attend include:

- Engineers;
- Law enforcement officers;
- Transportation planners;
- Education specialists;
- Healthcare providers;
- Injury prevention practitioners;
- Emergency responders; and
- Citizen activists.

Pass this message along to anyone who would be interested in attending.

### What to expect?

The Road Show meetings give you an opportunity to:

- Share your views and ideas on ways to improve traffic safety;
- Learn about the Nevada SHSP and how you can participate;
- Learn about Nevada's Zero Fatalities initiative;
- Share your successful programs and activities;
- Hear about funding and other resource opportunities; and
- Discover opportunities to participate in safety programs.



*Participants at the 2010 Road Show offer their views on how to reduce traffic-related fatalities and serious injuries.*

It does not cost anything except a couple of hours of your time to attend. Register for free at [http://camsys.qualtrics.com/SE/?SID=SV\\_9zwSGWQS4H72LGJ](http://camsys.qualtrics.com/SE/?SID=SV_9zwSGWQS4H72LGJ).

For further information, contact Eric Tang, Cambridge Systematics, (301) 347-9144, [etang@camsys.com](mailto:etang@camsys.com), or go to [www.zerofatalitiesnv.com](http://www.zerofatalitiesnv.com) for event updates.